

Appl. No. : 10/804,811
Filed : March 19, 2004

AMENDMENTS TO THE CLAIMS

1-9: (Canceled)

10. (Currently amended) A method in a computing system for ~~characterizing an item assisting users in selecting items to order~~, comprising:

~~determining, for each of a plurality of items, a score for the item~~ reflecting the extent to which the respective item has been ordered by customers who have been determined to commonly order items promptly after they become available, each score corresponding to a respective item; and

~~sealing the score in a manner that causes it to positively relate to the item's price and negatively relate to the amount of time that has elapsed since the item became available for ordering~~

incorporating information pertaining to said scores into item detail pages of an electronic catalog that provides functionality for customers to browse and place orders for items, said information being sufficient to enable customers to compare at least some of the items in terms of an extent to which such items have been ordered by customers who commonly order items promptly after they become available.

11. (Currently amended) The method of claim 10 wherein ~~an item detail web page is associated with the product, the method further comprising including in the item detail web page an indication of the item's sealed score~~ the method comprises including an indication of the score for an item in an item detail page for the respective item.

12. (Currently amended) The method of claim 11 wherein the included indication explicitly indicates the item's ~~sealed~~ score.

13. (Currently amended) The method of claim 11 wherein the included indication explicitly indicates a range into which the item's ~~sealed~~ score falls.

14. (Currently amended) The method of claim 11 wherein the included indication indicates a relationship between the item's ~~sealed~~ score and ~~sealed~~ scores for additional items.

Appl. No. : 10/804,811
Filed : March 19, 2004

15. (Currently amended) A computer-readable medium whose contents cause a computing system to ~~characterize items by~~ perform a method that comprises:

for each of a plurality of ~~items;~~ items, determining a score for the item in a manner that causes it to (1) positively relate to the extent to which the item has been ordered by customers who have been determined to commonly order items promptly after they become available, (2) positively relate to the item's price, and (3) negatively relate to the amount of time that has elapsed since the item became available for ordering; ~~and~~

storing indications identifying at least a portion of the items having the highest scores; and

incorporating viewable information into an electronic catalog of items in association with the items having the highest scores, said viewable information being sufficient to inform customers that particular items have been ordered relatively frequently by customers who commonly order items promptly after they become available, said electronic catalog providing functionality for customers to place orders for items.

16. (Currently amended) The computer-readable medium of claim 15 wherein the contents of the computer-readable medium further cause the computer system to ~~store in conjunction with the stored indications the scores determined for the corresponding items~~ include, in item detail pages corresponding to said items having the highest scores, indications of the corresponding scores.

17. (Currently amended) The computer-readable medium of claim 15 wherein the contents of the computer-readable medium further cause the computer system to ~~generate a document identifying least a portion of the items having the highest scores~~ include, in an item detail page for a first item, an indication of a percentile range associated with the score for the first item.

18-34. (Canceled)

Appl. No. : 10/804,811
Filed : March 19, 2004

35. (New) The method of claim 10, wherein the method comprises generating each score such that it negatively relates to the amount of time that has elapsed since the respective item became available for ordering.

36. (New) The method of claim 10, wherein the method comprises generating each score such that it positively relates to a price of the respective item.

37. (New) The method of claim 10, wherein the method comprises using said scores to select a subset of items that represent early adopter selections, and incorporating information into corresponding item detail pages identifying each item in said subset as an early adopter selection.

38. (New) A system, comprising:

- a computer data repository that stores purchase history data of each of a plurality of users, said purchase history data identifying purchases made by users of items represented in an electronic catalog of items, and specifying dates of said purchases, said electronic catalog including item detail pages corresponding to respective items;

- a computer data repository that stores data regarding dates that particular items represented in the electronic catalog became available;

- a data analyzer operative to use the purchase history data, in combination with the data regarding dates that particular items became available, to generate, for each of a plurality of said items, a score reflecting an extent to which the respective item has been purchased by users who are early adopters of new items; and

- a subsystem operative to cause information pertaining to said scores to be included on at least some of the item detail pages of the electronic catalog to assist users in making item selection decisions, said information being sufficient to enable users to compare items in terms of an extent to which the items have been purchased by early adopters of new items.

39. (New) The system of claim 38, wherein the information pertaining to said scores comprises an indication of a percentile range in which an item falls relative to other items.

Appl. No. : **10/804,811**
Filed : **March 19, 2004**

40. (New) The system of claim 38, wherein the information pertaining to said scores comprises numerical representations of said scores.

41. (New) The system of claim 38, wherein the information pertaining to said scores comprises, for selected items whose scores satisfy a threshold, indications that said items are early adopter items.

42. (New) The system of claim 38, wherein the data analyzer is operative to take item price information into consideration in generating the scores.

43. (New) The system of claim 38, wherein the data analyzer is operative to generate the scores such that the score for an item negatively relates to an amount of time that has elapsed since the item became available.

44. (New) The system of claim 38, wherein the data analyzer is operative to generate the scores such that the score for an item positively relates to a price of the item.